

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Anthony G. MacalusoApplication No./Patent No.: 10/809,922 Filed/Issue Date: 3/24/2004

Entitled: Advertising on Mobile Devices

Single Touch Interactive, Inc., a corporation  
 (Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.  
 The extent (by, percentage) of its ownership interest is \_\_\_\_\_%

in the patent application/patent identified above by virtue of either:

- A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel (024120), Frame (0762), or for which a copy thereof is attached.

**OR**

- B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: \_\_\_\_\_ To \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

2. From: \_\_\_\_\_ To \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

3. From: \_\_\_\_\_ To \_\_\_\_\_

The document was recorded in the United States Patent and Trademark Office at  
 Reel \_\_\_\_\_, Frame \_\_\_\_\_, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

- ☒ As required by 37 CFR 3.73(b)(1)(i), the documentary evidence of the chain of title from the original owner to the assignee was, or concurrently is being, submitted for recordation pursuant to 37 CFR 3.11.

[NOTE: A separate copy (i.e., a true copy of the original assignment document(s)) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.8]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

/Hwa C. Lee 59747/

Signature

April 5, 2010

Date

Hwa C. Lee , 59,747

Printed or Typed Name

(858) 678-5070

Telephone Number

Attorney for Applicant

Title

TO:HWA C. LEE COMPANY:FISH &amp; RICHARDSON P.C.



## UNITED STATES PATENT AND TRADEMARK OFFICE

### Facsimile Transmission

To:	Name:	HWA C. LEE
	Company:	FISH & RICHARDSON P.C.
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From:	Name:	ASSIGNMENT SERVICES BRANCH
	Voice Phone:	571-272-3350

37 C.F.R. 1.6 sets forth the types of correspondence that can be communicated to the Patent and Trademark Office via facsimile transmissions. Applicants are advised to use the certificate of facsimile transmission procedures when submitting a reply to a non-final or final Office action by facsimile (37 CFR 1.8(a)).

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2	664.TXT
5	Document 1, Batch 1982791

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Date and time of transmission: Thursday, March 25, 2010 6:42:30 AM  
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TO:HWA C. LEE COMPANY:FISH &amp; RICHARDSON P.C.

**UNITED STATES PATENT AND TRADEMARK OFFICE**UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND  
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

MARCH 24, 2010

\*501127675A\*

PTAS

HWA C. LEE  
FISH & RICHARDSON P.C.  
P.O.BOX 1022  
MINNEAPOLIS, MN 55440-1022UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENTTHE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF  
THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS  
AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER  
REFERENCED BELOW.PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE  
INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA  
PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD  
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CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 571-272-3350.  
PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE,  
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RECORDATION DATE: 03/23/2010

REEL/FRAME: 024120/0762  
NUMBER OF PAGES: 9BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).  
DOCKET NUMBER: 13817-0001001

## ASSIGNOR:

MACALUSO, ANTHONY G.

DOC DATE: 03/23/2010

## ASSIGNEE:

SINGLE TOUCH INTERACTIVE, INC.  
2533 N CARSON STREET  
SUITE 2202  
CARSON CITY, NEVADA 89706

SERIAL NUMBER: 12505306

FILING DATE: 07/17/2009

PATENT NUMBER:

ISSUE DATE:

TITLE: OVER THE AIR PROVISIONING OF MOBILE DEVICE SETTINGS

SERIAL NUMBER: 10809922

FILING DATE: 03/24/2004

PATENT NUMBER:

ISSUE DATE:

TITLE: ADVERTISING ON MOBILE DEVICES

TO:HWA C. LEE COMPANY:FISH &amp; RICHARDSON P.C.

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SERIAL NUMBER: 11086825 FILING DATE: 03/21/2005  
PATENT NUMBER: ISSUE DATE:  
TITLE: DOWNLOADING DATA TO A MOBILE DEVICE

SERIAL NUMBER: 60554864 FILING DATE: 03/19/2004  
PATENT NUMBER: ISSUE DATE:  
TITLE: DOWNLOAD CENTER

SERIAL NUMBER: 11086894 FILING DATE: 03/21/2005  
PATENT NUMBER: ISSUE DATE:  
TITLE: TRANSMITTING MOBILE DEVICE DATA

SERIAL NUMBER: 11085935 FILING DATE: 03/21/2005  
PATENT NUMBER: ISSUE DATE:  
TITLE: SEARCHING FOR MOBILE CONTENT

SERIAL NUMBER: 11413241 FILING DATE: 04/28/2006  
PATENT NUMBER: ISSUE DATE:  
TITLE: CONTENT SELECTION AND DELIVERY OF COMPLEMENTARY INFORMATION

SERIAL NUMBER: 60724227 FILING DATE: 10/05/2005  
PATENT NUMBER: ISSUE DATE:  
TITLE: CONTENT SELECTION AND DELIVERY OF COMPLEMENTARY INFORMATION

SERIAL NUMBER: 60884818 FILING DATE: 01/12/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: REWARDS PROGRAM

SERIAL NUMBER: 11752503 FILING DATE: 05/23/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: MOBILE MACHINE

SERIAL NUMBER: 60817567 FILING DATE: 06/28/2006  
PATENT NUMBER: ISSUE DATE:  
TITLE: MOBILE MACHINE

SERIAL NUMBER: 12034518 FILING DATE: 02/20/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: AUTOMATIC PROVISIONING OF ABBREVIATED DIALING CODES

SERIAL NUMBER: 60890821 FILING DATE: 02/20/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: AUTOMATIC PROVISIONING OF ABBREVIATED DIALING CODES

SERIAL NUMBER: 12057046 FILING DATE: 03/27/2008  
PATENT NUMBER: ISSUE DATE:  
TITLE: PUSHING COUPON VALUES

SERIAL NUMBER: 60908283 FILING DATE: 03/27/2007  
PATENT NUMBER: ISSUE DATE:  
TITLE: PUSHING COUPON VALUES USING ABBREVIATED DIALING CODES

TO:HWA C. LEE COMPANY:FISH & RICHARDSON P.C.

024120/0762 PAGE 3

SERIAL NUMBER: 61180716

FILING DATE: 05/22/2009

PATENT NUMBER:

ISSUE DATE:

TITLE: SEARCHABLE COUPON VALUES

SERIAL NUMBER: 10682312

FILING DATE: 10/08/2003

PATENT NUMBER: 7565141

ISSUE DATE: 07/21/2009

TITLE: OVER THE AIR PROVISIONING OF MOBILE DEVICE SETTINGS

ASSIGNMENT SERVICES BRANCH

PUBLIC RECORDS DIVISION

PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

03/23/2010  
 501127675

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Anthony G. Macaluso	03/23/2010
RECEIVING PARTY DATA	
Name:	Single Touch Interactive, Inc.
Street Address:	2533 N Carson Street
Internal Address:	Suite 2202
City:	Carson City
State/Country:	NEVADA
Postal Code:	89706
PROPERTY NUMBERS Total: 17	
Property Type	Number
Patent Number:	7565141
Application Number:	12505306
Application Number:	10809922
Application Number:	11086825
Application Number:	60554864
Application Number:	11086894
Application Number:	11085935
Application Number:	11413241
Application Number:	60724227
Application Number:	60884818
Application Number:	11752503
Application Number:	60817567
Application Number:	12034518
Application Number:	60890821

CH \$680.00 7565141

TO:HWA C. LEE COMPANY:FISH &amp; RICHARDSON P.C.

Application Number:	12057046
Application Number:	60908283
Application Number:	61180716

**CORRESPONDENCE DATA**

Fax Number: (877)769-7945

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: (858) 678-5070

Email: jhg@fr.com

Correspondent Name: Hwa C. Lee

Address Line 1: FISH &amp; RICHARDSON P.C.

Address Line 2: P.O.BOX 1022

Address Line 4: MINNEAPOLIS, MINNESOTA 55440-1022

ATTORNEY DOCKET NUMBER:

13817-0001001

NAME OF SUBMITTER:

Hwa C. Lee

Total Attachments: 7

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## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned Anthony G. Macaluso, an individual having a mailing address of P.O. Box 7034, Rancho Santa Fe, CA 92067, ("Assignor") does hereby:

- (a) executes the present Assignment document to correct typographical errors found in the previously executed Assignment ("Attachment 2" executed on December 14, 2009) regarding the state of incorporation of the Assignee: "Single Touch Interactive, Inc." and the business address of the assignee; and confirms:
  - (i) that the correct information regarding the state of incorporation and the business address of the Assignee is provided in paragraph (c) below of this document;
  - (ii) that when the Assignor executed the attached assignment on December 14, 2009, the Assignor intended to make the assignment to Single Touch Interactive, Inc. with the correct state of incorporation and business address as provided in paragraph (c) below of this document;
  - (iii) that the incorrect information in Attachment 2 was due to clerical error; and
  - (iv) that the Assignor had no intent to deceive or mislead;
- (b) represents and warrants that Assignor is the sole owner of the patents and provisional and non-provisional patent applications listed on Attachment 1 ("Patents and Applications");
- (c) sells, assigns and transfers to Single Touch Interactive, Inc. (a Nevada corporation), having a business address at 2533 N Carson Street, Suite 2202, Carson City, NV 89706, and its successors, assigns and legal representative (collectively, "Assignee"), all of Assignor's right, title and interest, in the United States, its territorial possessions, and all foreign countries, to:
  - (i) any and all inventions described in each Patent or Application listed on the Attachment (the "Inventions");
  - (ii) said Patents and Applications;
  - (iii) any patent which may be granted therefore;
  - (iv) any foreign counterparts thereof, and any improvements thereon for all countries of the world;
  - (v) the right to file applications for patent of the United States or other countries on the Invention(s),
  - (vi) any application(s) for patent of the United States or other countries claiming the Invention(s);
  - (vii) any patent applications or patents which may claim priority of any of said Patents and Applications (including but not limited to any an all continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, and all other rights, together with all priority rights, under any existing or future international patent conventions, unions, agreements, acts or treaties); and

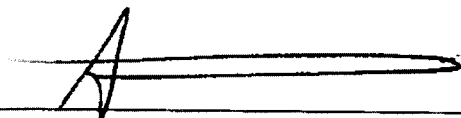


- (viii) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (i) through (vii).
- (d) agrees, upon request by and at the expense of Assignee (or its successor, assigns or legal representatives), to: (i) execute all oaths, assignments, power of attorney and any other papers; (ii) testify in any legal or quasi legal proceedings; (iii) take any action; and (iv) otherwise fully cooperate with Assignee; in connection with perfecting Assignee's title, or securing, maintaining and enforcing Assignee's rights, under this assignment; and
- (e) represents, warrants and covenants that no assignment, grant, mortgage, license or other agreement inconsistent with the rights and property herein conveyed to Assignee has been made or shall be made by Assignor.

Assignor hereby requests the issuance of said patents to Assignee for the sole use and behalf of Assignee, its successors, legal representatives and assigns.

**Anthony G. Macaluso ("Assignor")**

Date: 3/23/10

By:   
Anthony G. Macaluso

### ATTACHMENT 1 (Patents and Applications)

PATENTS AND APPLICATIONS						
<u>Country:</u>	<u>Serial No./ Patent No.:</u>	<u>Filing Date:</u>	<u>Issue Date:</u>	<u>Title of Invention:</u>	<u>Inventor(s):</u>	<u>Status:</u>
US	7,565,141	10/08/03	07/21/09	Over the Air Provisioning of Mobile Device Settings	Anthony G. Macaluso	Issued
US	12/505,306	07/17/09		Over the Air Provisioning of Mobile Device Settings	Anthony G. Macaluso	Pending
US	10/809,922	03/24/04		Advertising on Mobile Devices	Anthony G. Macaluso	Pending
US	11/086,825	03/21/05		Downloading Data to a Mobile Device	Anthony G. Macaluso	Pending
US	60/554,864	03/19/04		Download Center	Anthony G. Macaluso	Expired
US	11/086,894	03/21/05		Transmitting Mobile Device Data	Anthony G. Macaluso	Pending
US	11/085,935	03/21/05		Searching For Mobile Content	Anthony G. Macaluso	Pending
US	11/413,241	04/28/06		Content Selection And Delivery Of Complementary Information	Anthony G. Macaluso	Pending
US	60/724,227	10/05/05		Content Selection and Delivery of Complementary Information	Anthony G. Macaluso	Pending
US	60/884,818	01/12/07		Rewards Program	Anthony G. Macaluso	Expired
US	11/752,503	05/23/07		Mobile Machine	Anthony G. Macaluso	Pending
US	60/817,567	06/28/06		Mobile Machine	Anthony G. Macaluso	Expired
US	12/034,518	02/20/08		Automatic Provisioning of Abbreviated Dialing Codes	Anthony G. Macaluso	Pending
US	60/890,821	02/20/07		Automatic Provisioning of Abbreviated Dialing Codes	Anthony G. Macaluso	Expired
US	12/057,046	03/27/08		Pushing Coupon Values	Anthony G. Macaluso	Pending
US	60/908,283	03/27/07		Pushing Coupon Values Using Abbreviated Dialing Codes	Anthony G. Macaluso	Expired
US	61/180,716	05/22/09		Searchable Coupon Values	Anthony G. Macaluso	Pending

## **ATTACHMENT 2**

## ASSIGNMENT

For good and valuable consideration, the receipt of which is hereby acknowledged, the undersigned Anthony G. Macaluso, an individual having a mailing address of P.O. Box 7034, Rancho Santa Fe, CA 92067, ("Assignor") does hereby:


- (a) represents and warrants that Assignor is the sole owner of the patents and provisional and non-provisional patent applications listed on the Attachment ("Patents and Applications");
- (b) sells, assigns and transfers to Single Touch Interactive, Inc. (a Delaware corporation), having a business address at 2235 Encinitas Blvd., Suite 210, Encinitas, CA 92024, and its successors, assigns and legal representative (collectively, "Assignee"), all of Assignor's right, title and interest, in the United States, its territorial possessions, and all foreign countries, to:
  - (i) any and all inventions described in each Patent or Application listed on the Attachment (the "Inventions");
  - (ii) said Patents and Applications;
  - (iii) any patent which may be granted therefore;
  - (iv) any foreign counterparts thereof, and any improvements thereon for all countries of the world;
  - (v) the right to file applications for patent of the United States or other countries on the Invention(s),
  - (vi) any application(s) for patent of the United States or other countries claiming the Invention(s);
  - (vii) any patent applications or patents which may claim priority of any of said Patents and Applications (including but not limited to any an all continuations, divisions, continuations-in-part, substitutes, reissues, reexaminations or extensions thereof, and all other rights, together with all priority rights, under any existing or future international patent conventions, unions, agreements, acts or treaties); and
  - (viii) any provisional or other right to recover damages, including royalties, for prior infringements of any application for patent identified in the preceding paragraphs (i) through (vii).
- (c) agrees, upon request by and at the expense of Assignee (or its successor, assigns or legal representatives), to: (i) execute all oaths, assignments, power of attorney and any other papers; (ii) testify in any legal or quasi legal proceedings; (iii) take any action; and (iv) otherwise fully cooperate with Assignee; in connection with perfecting Assignee's title, or securing, maintaining and enforcing Assignee's rights, under this assignment; and

- (d) represents, warrants and covenants that no assignment, grant, mortgage, license or other agreement inconsistent with the rights and property herein conveyed to Assignee has been made or shall be made by Assignor.

Assignor hereby requests the issuance of said patents to Assignee for the sole use and behalf of Assignee, its successors, legal representatives and assigns.

**Anthony G. Macaluso ("Assignor")**

Date: 12-14-09

By:   
Anthony G. Macaluso

### ATTACHMENT (Inventions)

PATENTS AND APPLICATIONS						
Country:	Serial No./ Patent No.:	Filing Date:	Issue Date:	Title of Invention:	Inventor(s):	Status:
US	7,565,141	10/08/03	07/21/09	Over the Air Provisioning of Mobile Device Settings	Anthony G. Macaluso	Issued
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US	60/554,864	03/19/04		Download Center	Anthony G. Macaluso	Expired
US	11/086,894	03/21/05		Transmitting Mobile Device Data	Anthony G. Macaluso	Pending
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US	11/413,241	04/28/06		Content Selection And Delivery Of Complementary Information	Anthony G. Macaluso	Pending
US	60/724,227	10/05/05		Content Selection and Delivery of Complementary Information	Anthony G. Macaluso	Pending
US	60/884,818	01/12/07		Rewards Program	Anthony G. Macaluso	Expired
US	11/752,503	05/23/07		Mobile Machine	Anthony G. Macaluso	Pending
US	60/817,567	06/28/06		Mobile Machine	Anthony G. Macaluso	Expired
US	12/034,518	02/20/08		Automatic Provisioning of Abbreviated Dialing Codes	Anthony G. Macaluso	Pending
US	60/890,821	02/20/07		Automatic Provisioning of Abbreviated Dialing Codes	Anthony G. Macaluso	Expired
US	12/057,046	03/27/08		Pushing Coupon Values	Anthony G. Macaluso	Pending
US	60/908,283	03/27/07		Pushing Coupon Values Using Abbreviated Dialing Codes	Anthony G. Macaluso	Expired
US	61/180,716	05/22/09		Searchable Coupon Values	Anthony G. Macaluso	Pending